

CINESTUDY

Interactive Filmmaking Project Sponsorship Proposal





Vision Statement

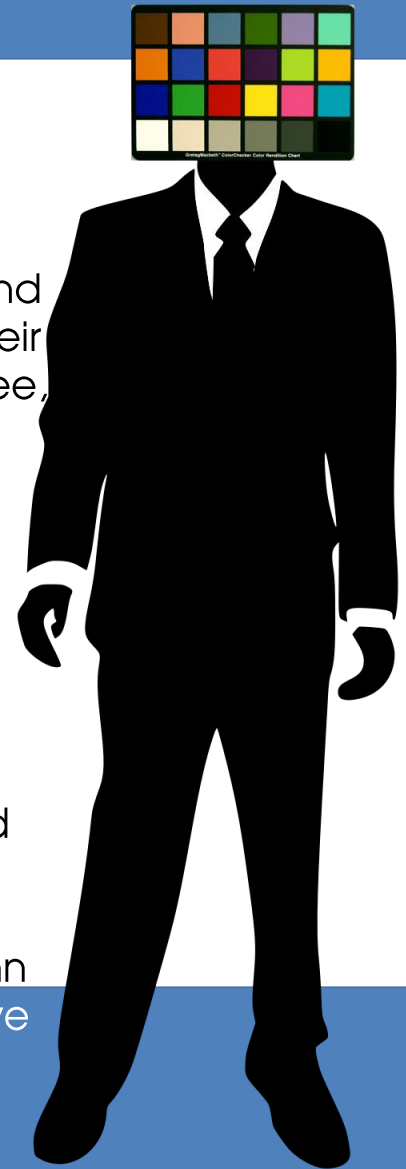
Not everyone can afford film school, and not every school offers film or media classes. [Cinestudy](#) offers free tutorials, interactive projects, and online education in filmmaking so that anyone who wants to learn the art of making movies has that opportunity.

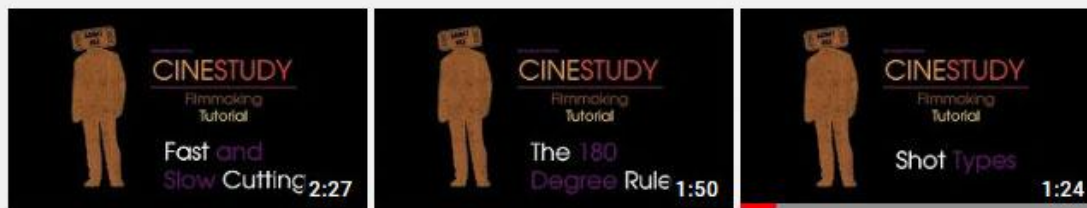
Concept of Cinestudy

We make instructional videos and also interactive “*edit challenges*” where anyone can learn from the educational side and then put it into practical use by downloading our footage, edit their own version, and upload their finished film projects. To do this for free, they must use our complete credits and use our hashtag #Cinestudy.

History of Cinestudy

Cinestudy began as a part of the regional PBS series *Framelines*. The educational and interactive show segments have spun off and are now rebranded as Cinestudy. Cinestudy makes available tutorials and projects that allow everyone the chance to learn the basics of filmmaking. *Framelines*, and specifically creator Peter John Ross garnered four Emmy nominations specifically for the Interactive and Instructional videos that have become Cinestudy.





Cinestudy: FAST & SLOW CUTTING

189K views •

Cinestudy - THE 180 DEGREE RULE

148K views •

Cinestudy - SHOT TYPES

79K views •



No one else is offering what we are for free, but we need your help with our future endeavors. We plan on shooting more footage for students, amateurs, and prosomers that they can learn from. A new addition to our plan is to start live streaming reviews of some of the edits and final projects users are putting out on social media to grow our brand and also to further the educational experience. Our projects are going to get more ambitious and our marketing will increase tenfold.

We are looking for sponsors, specifically sponsors who will benefit from our specific niche audience which are people in highschool to college showing an interest specifically in the products you are offering.

Our educational videos and interactive projects have been used in classrooms all over the globe and with schools as prestigious as [Harvard](#) to [UCLA](#) and [Full Sail University](#), as well as in high school media classes coast to coast in the U.S. as well as in Australia, Europe and the United Kingdom. We are expanding our reach with schools and colleges around the globe and creating a brand that will soon be quite recognizable. COVID-19 already increased our use as schools were unexpectedly closed.

Some of our individual videos have hit viral status with over **190,000 views on YouTube** and over **123,000 views on Vimeo**, even the videos currently with lower view counts are worth more to you as a sponsor because these are your perfect demographic, filmmakers and students of film. Our targeted fans are far likelier to become customers because they are students on the verge of becoming professionals in film and video. . Even better, if you choose to become a full sponsor, every single student will be required to thank **your company** and use a URL of your choosing in their credits both on-screen and also in the description of the video, so you can track the effectiveness of our marketing for your company.

Cinestudy has a strong presence on YouTube and Vimeo, as any search for [#FramelinesTV](#) and [#Cinestudy](#) can show. We are growing our Twitter and other social media platforms. Cinestudy also has a presence on [Amazon Prime Video](#) streaming.



YouTube Videos more than **500,000 combined views**

Vimeo more than **600,000 combined views**



FILMMAKING TIP - Natural Transitions (cinestudy)

from CINESTUDY (formerly Framelines) Added 9 years ago | 123K 677

A moviemaking technique from CINESTUDY (formerly Framelines) Transitions can be done naturally in the camera and in the edit without fancy effects. FRAMELINES (<http://www.framelines.tv>) is brought...

+ More details



EDIT CHALLENGE - Horror Scene

from CINESTUDY (formerly Framelines) Added 3 years ago | 62.3K 56

<https://cinestudy.org/2019/09/24/interactive-project-horror-movie/> CINESTUDY (formerly Framelines) presents an Interactive Editing Project! Anyone can download the 4K clips and edit the scene together...

+ More details



RAW HORROR SC01 Cam A 4K

from CINESTUDY (formerly Framelines) Added 3 years ago | 46.3K 34

<https://cinestudy.org/2019/09/24/interactive-project-horror-movie/> Scene 01 Camera A 4k Two Camera Setup w/Slates A-Camera Sony F55 4096x2160 Audio NOTES: Dolly Shots, rack focus HORROR CREDITS...

+ More details

Sponsorship Benefits

We are creating professional level productions. That means paying our cast and crew, feeding them, and paying for locations, set design, costumes, props, and everything that production entails. When teaching filmmaking, we want to teach it at the level these students aspire to, not with the production value of a weekend film contest.

Level 1

We are looking for some product donations that we can give out as prizes. For a donation of cash, software or gear valued under \$1,000.00 MSRP, Cinestudy will mention your company on the website, in the video description and the credits of four videos and two Edit Challenges/Interactive Projects.

Level 2

For a donation of gear/software valued over \$1,000-\$4,999 we can make an on screen mention of your company as a sponsor for six videos and three Edit Challenges/Interactive Projects with your logo, plus the monthly live stream video reviewing fan edits. The product(s) will also be shown on screen in the Behind the Scenes B-Roll, and will receive on screen credit/social media mentions in every single Fan Edit.

Level 3

Donations that value over \$5,000.00 in cash or in gear will include on screen mention of your company as an anchor sponsor for eight videos and four Edit Challenges/Interactive Projects with logo, two monthly live stream video review shows, the products will be featured prominently in the behind the scenes B-Roll on screen during the various videos, and social media re-shares of the marketing of your choice for one month.

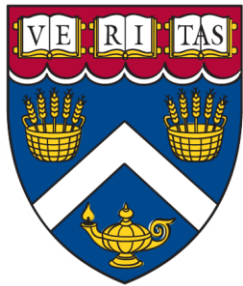
Cinestudy works with a 501(C) Non-Profit fiscal agent so all donations and in kind sponsorships are tax deductible.



"I have had to go virtual for my intro to field video class right before we started work on their short film project. I am going to use some of your editing exercises, scripts, and download footage to provide my students material to edit to partially make up for not getting to shoot their films.

Thank you Cinestudy and Peter John Ross for providing this tremendous resource. This will help me to salvage the learning experience for my students during the Covid-19 crisis."

Professor Candace Egan
California State University, Fresno



HARVARD
Extension School

"Cinestudy has been an invaluable addition to my class, it's great to see what students do with the interactive projects. I've been looking at your content for years and think it's a wonderful tool for students. I am teaching an introductory course at the Harvard Extension School and use your content in my class."

Dan Coffey, Instructor
Harvard Extension School

"I'm an adjunct instructor of editing at Pellissippi State Community College who had to convert the class to an online-only format after midterms. Your raw footage helped me demonstrate important concepts and gave my students realistic material to work with. Thank you so much!"

Danny Kahler, Adjunct Professor
Pellissippi State Community College



PELLISSIPPI STATE
COMMUNITY COLLEGE

schools using Cinestudy videos and projects



ACADEMY of ART
UNIVERSITY
FOUNDED IN SAN FRANCISCO 1929
BY ARTISTS FOR ARTISTS



DEPAUL UNIVERSITY



HOUSTON COMMUNITY COLLEGE



UNIVERSITY of
LOUISIANA
LAFAYETTE



FRIENDS
UNIVERSITY



St Leonard's College
An education for life.



Fresno City College

PURDUE
UNIVERSITY



Georgia Gwinnett
COLLEGE



Honoring Tradition ~ Continuing Excellence

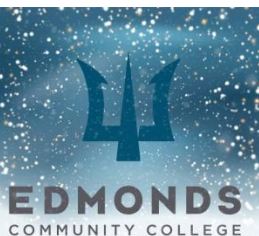


HARVARD
Extension School

FULL SAIL
UNIVERSITY



SAIGON
INTERNATIONAL
FILM SCHOOL



EDMONDS
COMMUNITY COLLEGE

THE
LOS ANGELES
FILM SCHOOL
ANIMATION + AUDIO + FILM + GAMES
ENTERTAINMENT BUSINESS



INSTITUTO
FEDERAL
Santa Catarina

Kirkwood
COMMUNITY COLLEGE



Susquehanna
UNIVERSITY



ALGONQUIN
COLLEGE



CLOVER PARK
TECHNICAL COLLEGE



SUCCESS WITHIN REACH.



Central
Arizona
College



THE UNIVERSITY of
MEMPHIS

IMAGE  CAMPUS
otra educación

ALLIANCE
College-Ready Public Schools
Where **Exceptional** is the **Rule**

University of
Kent

CINEMOTION
ЗДЕСЬ НАЧИНАЕТСЯ КИНО

DELAWARE
TECHNICAL COMMUNITY
COLLEGE



GRAND VALLEY
STATE UNIVERSITY



Sacred Heart
UNIVERSITY

UA LITTLE
ROCK



The State University
of New York

Columbia
COLLEGE CHICAGO



University of Wisconsin
Stevens Point



Winner of over 50 awards for his film work, Ross taught himself how to make movies. Having produced dozens of films and television shows, he was nominated for 4 Emmy awards for Framelines. He wanted to pay it forward and created Cinestudy as a labor of love. Ross published articles in Videomaker Magazine, Moviemaker Magazine, and Student Filmmaker Magazine. His site Sonnyboo.com has been recognized as a must visit site for filmmakers for over two decades.

Ross has also taught film/video at several college level schools and designed the Advanced Film Studies program for Ohio Media Schools. He has also taught seminars at schools and film festivals across the United States.



BUDGET

The budget for one of our interactive projects/edit challenges breaks down as follows:
1-Day Shoots, in Ohio - Union cast, Non-union crew

Cast - $\$335 \times 4 = \$1,340.00$

Director - \$500.00

Producer - \$500.00

Cinematographer - \$500.00

First AC - \$400.00

Gaffer - \$400

Grips $\$300 \times 2 = \600

Production Assistants $\$150 \times 2 = \300

Editor \$500

Assistant Editor \$250

Music/Graphics \$450

TOTAL PER PROJECT - \$5,750.00



www.cinestudy.org

Peter John Ross

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